

SAMPLE PRESS ADVISORY

FOR IMMEDIATE RELEASE

DATE: _____

RE: ZERO WASTE EVENT

CONTACT: _____

EARTH DAY EVENT ENCOURAGES DONATION OF UNWANTED ITEMS AND FREE PAPER SHREDDING

Spring is a time for spring-cleaning and a time for clearing out unwanted or obsolete items. On [INSERT DATE], all are invited to [INSERT EVENT NAME] event to celebrate Earth Day and to support local and regional charitable organizations! In addition, a mobile paper shredder will be on site to securely shred and recycle confidential documents.

The [TOWN NAME] has organized this event to provide residents with an opportunity to donate reusable items in good condition to local organizations that have programs to support people in need or that benefit the environment. The event will take place on [INSERT DATE] in the [INSERT LOCATION AND TIME].

Residents can bring [INSERT ITEMS TO BE COLLECTED – EXAMPLES INCLUDE:
clothing, athletic shoes, children's clothes and toys, books, computers and electronics in good working condition, small household furnishings, linens, sheets, towels, blankets, eyeglasses, bicycles, furniture in good condition, sporting equipment, and good building materials, ETC.]

All items will go to local charitable organizations including [INSERT CHARITIES]. The event is open to all residents but the charities reserve the right to reject donations that don't meet their needs.

IF APPLICABLE: In addition, there will be FREE PAPER SHREDDING at the event, and no appointment is necessary! Take this opportunity to clean out those old files and have them destroyed in a safe, secure, and environmentally friendly way. You will be able to witness your documents being securely shred at the site while you attend. All paper at the event will be recycled. Also, a **new paper shredder will be raffled off at the event-** all who come are eligible to win!

This event is the first of its kind for [INSERT TOWN NAME]. Please take this opportunity to clean up the clutter in your home and yard and donate the usable items at this event. And to save some trees on Earth Day, bring your confidential papers for on site shredding and recycling - a little effort makes a big difference!

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